

## SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

**SUBJECT:** Publication of 2009 Delinquent Tax Lists

**DEPARTMENT:** Fiscal Services

**DIVISION:** Administration - Fiscal Services

**AUTHORIZED BY:** Lisa Spriggs

**CONTACT:** Cecilia Monti

**EXT:** 7175

**MOTION/RECOMMENDATION:**

Authorize the Tax Collector's Office to publish the 2009 Delinquent Tax lists in the Sanford Herald newspaper at the quoted rates.

County-wide

Cecilia Monti

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**BACKGROUND:**

Pursuant to Florida Statutes 197.402, prior to the issuance of tax warrants or the sale of tax certificates, delinquent real property taxes must be advertised in a newspaper of general circulation for three consecutive weeks and the delinquent personal property taxes must be advertised only once. The Board of County Commissioners selects the newspaper in which the advertisements will appear and the Tax Collector must pay all newspaper charges. The proportionate costs of the delinquent tax advertisements are added to the delinquent taxes when they are collected.

The Sanford Herald and the Orlando Sentinel were requested to submit quotes to publish the 2009 Seminole County Delinquent Tax List. The following legal advertisement rates for publication were submitted.

**The Sanford Herald** - Quote: 90 cents per square inch for the first insertion and 75 cents per square inch for each subsequent insertion. The rate is applicable to weekday or Sunday advertisements. The cost per page is \$217.35 at the 90-cent rate and \$181.12 at the 75-cent rate based on 241.5 square inches.

**The Orlando Sentinel** - Quote: The cost of advertising in the Seminole Section of the Orlando Sentinel newspaper is \$12.40 per column inch for a total per page charge of \$2,604 based on 210 square inches.

The 2008 Delinquent Tax advertisement was awarded to the Sanford Herald at a cost of 90 cents per square inch or \$217.35 for the first insertion and 75 cents per square inch or \$181.12 per page for the second insertion. The actual advertisement cost based on approximately 119 pages of real properties and 3 pages of tangible personal property was \$69,431.46.

The proposed advertising rates submitted by the Sanford Herald are unchanged from the prior year quote. The Orlando Sentinel rates are 275% higher than the prior year quote.

**STAFF RECOMMENDATION:**

Based on the submitted quotes, staff recommends that the 2009 Delinquent Tax List be published in the Sanford Herald. The Seminole County Tax Collector concurs with this recommendation.

**ATTACHMENTS:**

1. Sanford Herald Quote
2. Orlando Sentinel Quote

<b>Additionally Reviewed By:</b> No additional reviews
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## Monti, Cecilia

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**From:** Gene Kruckemyer [gkruckemyer@mysanfordherald.com]  
**Sent:** Thursday, December 31, 2009 1:11 PM  
**To:** Monti, Cecilia  
**Subject:** Re: 2009 Delinquent Tax Advertisement Quote

Ms. Monti,

Thank you for asking The Sanford Herald to again bid on the advertisements for the Seminole County 2009 delinquent real and personal property taxes.

Our proposal is the same this year as the accepted bid last year: 90 cents per square inch for the first publication of the lists, and 75 cents on subsequent required publications. These rates apply to publishing dates of either Sunday or Wednesday.

Based on the 241.5 inches of space per page, the price per page would be \$217.35 per page at the 90-cent rate, and \$181.12 per page at the 75-cent rate.

Thank you for the opportunity to publish the rolls again, as we have previously done. Please let me know that you received this mail.

,  
Gene Kruckemyer, publisher  
The Sanford Herald  
[GKruckemyer@MySanfordHerald.com](mailto:GKruckemyer@MySanfordHerald.com)  
407-322-2611 office  
407-406-4628 cell

On Dec 21, 2009, at 4:14 PM, Monti, Cecilia wrote:

The time frame for advertising Seminole County's 2009 delinquent real and personal property tax list is tentatively set between the last week in April and the third week of May 2010. Per Florida Statutes, the list of delinquent real property taxes must be advertised three times prior to the sale of the tax certificates and delinquent personal property taxes once, both utilizing parcel identification numbers or other identifying numbers (versus complete legal descriptions).

**We are requesting a weekday and Sunday price quote for the advertisement of this listing based on the guidelines set forth in Section 50.061, Florida Statutes, excerpts as follows:**

"50.061(1) The publisher of any newspaper publishing any and all official public notices or legal advertisements shall charge therefore the rates specified in this section without rebate, commission, or refund.

50.061(2) The charge for publishing each such official public notice or legal advertisement shall be 70 cents per square inch for the first insertion and 40 cents per square inch for each subsequent insertion, except that:

(a) *In all counties having a population of more than 304,000, according to the latest official decennial census, the charge for publishing each such official notice or legal advertisement shall be 80 cents per square inch for the first insertion and 60 cents per square inch for each subsequent insertion."*

Seminole County's population is estimated at 423,759.

Please respond via e-mail, providing your proposed quote by **January 4, 2010**.

Thank you.

## Monti, Cecilia

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**From:** Friedrich, Penney [PFriedrich@orlandosentinel.com]  
**Sent:** Tuesday, December 22, 2009 10:09 AM  
**To:** Monti, Cecilia  
**Subject:** RE: 2009 Delinquent Tax Advertisement Quote

Cecilia – The rate quote for the *Orlando Sentinel* to advertise the Seminole County's 2009 delinquent real and personal property tax list in the Seminole County Section is \$12.40 per column inch on Thursdays and \$16.25 per column inch on Sundays. A column inch is 1.608"x1". Thank you for considering the *Orlando Sentinel Media Group* for your advertising needs. Penney

### *Penney Friedrich*

Advertising Account Executive  
Orlando Sentinel/Sun Sentinel  
633 N. Orange Ave., Orlando, FL 32801  
Phone: (407) 420-5375  
Fax: (407) 420-5246  
[pfriedrich@orlandosentinel.com](mailto:pfriedrich@orlandosentinel.com)

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**From:** Monti, Cecilia [mailto:cmonti@seminolecountyfl.gov]  
**Sent:** Monday, December 21, 2009 4:15 PM  
**To:** Friedrich, Penney; Gene Kruckemyer  
**Subject:** 2009 Delinquent Tax Advertisement Quote

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Thank you.

**Cecilia Monti**  
Financial Manager  
Seminole County Fiscal Services  
(407) 665-7175 Work  
(407) 665-7183 Fax